NOVA SCOTIA CANADA

Tourism and Culture

CANADA

Partnership, Focus and Clarity Behind New Approach to Culture Programming

The Department of Tourism and Culture is an active supporter and promoter of Nova Scotia's culture sector. Through this support, government recognizes the importance of our artists and our cultural community. It also acknowledges that producing arts and crafts for markets both here at home and around the world helps to drive our economy and provides a better quality of life.

The department also recognizes the tremendous growth this sector has experienced during the past decade and is taking steps to ensure the programs it offers keep up with changing needs and demands. In addition to significant growth, two major events over the past five years have made a new focus and approach to provincial cultural support necessary: the transfer of responsibility for professional artists and arts organizations to the Nova Scotia Arts Council and the creation of a new Department of Tourism and Culture with the establishment of a distinct division to support the sector.

To better serve the culture sector and communities in Nova Scotia, the Culture Division has developed a new mission statement and goals and has designed a program framework to provide greater focus on key areas, including cultural industries and community development. The division is also introducing greater measures of access, accountability and clarity. This includes direct community involvement in decision making with the establishment of four regional advisory committees. They will be responsible for setting regional cultural priorities. A new provincial advisory committee will be responsible for setting provincial priorities and strategy.

New program areas have been defined as follows: Cultural Activities, Youth, Industry, Anchor Organizations and Facilities. Program descriptions include assessment criteria with established deadline dates. Any organization meeting the eligibility criteria of a program can submit an application and all applications under a given program will be assessed at the same time.

Transition plans are also being developed. The phase-in will depend on the nature of the program, sensitivities to organizations that depend on existing support, and the need to allow existing and emerging organizations time to become familiar with the new application process and requirements for increased accountability. Accountability measures include good governance and stable financial controls.

This plan was developed with input from government, the culture sector and staff of the Culture Division. Consultation will continue as we strive to develop strategy, and refine programs and criteria. Good programing is an evolutionary activity which changes and responds to the needs of the sector as it grows.

You are encouraged to read more about our new approach to programming, which is outlined in the following pages. For more information please contact the department's Culture Division at (902) 424-5929 or visit the Department's website at www.gov.ns.ca/dtc.

Culture Division
Mission, Mandate, Objectives

Mission Statement

To develop and promote cultural resources in partnership with and for Nova Scotians.

Mandate

The Culture Division supports the development of the culture sector for the benefit of all Nova Scotians by:

- Ensuring Nova Scotians in all regions of the province are treated in a fair and equitable manner and actively participate in decisions affecting their communities.
- Developing, in partnership with the sector, programs and policies that continue to grow the economic viability of culture and enrich the quality of life in Nova Scotian communities.
- Operating programs and services that are client focussed, provide ease of access, openly report on outcomes and ensure appropriate use of public funding for the benefit of Nova Scotians.
- Encouraging and supporting efforts of those working in the culture sector to pursue excellence.

Objectives

Through program design and delivery, the Culture Division will create conditions that will:

- Increase the level of participation by Nova Scotians in shaping the programs and services of the Culture Division.
- Increase the level of support offered to communities, the access that all Nova Scotians have to culture resources and their level of participation in cultural activities.
- Strengthen existing and develop new partnerships to grow the culture sector.

Culture Division: Program Structure

Mandate

Programs/Goals	**Community Development**	**Industry Growth**	**Anchor Organizations**	**Artistic Development**
Youth	Support for children and youth in the arts. Supports Community Cultural Development and Artistic Development.			
Activities	Support for any project that celebrates or invites partipation in culture activities or develops skills in the culture sector. Supports Community Development, Industry Growth and Artistic Development.			
Organizations	Support for a strong infrastructure for the culture sector. Supports Community Development, Industry Growth, Artistic Development and Anchor Organizations.			
Industries	Support for partnerships aimed at economic growth of cultural enterprise. Supports Community Development, Industry Growth and Artistic Development.			
Facilities	Support for facilities in Nova Scotia that are used as venues for cultural performances and events. Supports Community Development, Industry Growth and Artistic Development.			

101-06378/

Goals

Community Cultural Development

Community Cultural Development creates opportunities for people to participate in and build community cultural life. Involvement in cultural activities contributes to the social, economic, educational and spritiual life of a community, and contribues to personal well-being.

Government will contribute to community cultural development by working with communities to create conditions that will allow cultural development initiatives and instututions to thrive. Government will therefore partner with communities to:

- develop new and strengthening existing partnerships among groups and organizations engaged in cultural activities;
- encourage more cultural activities that help reflect a community's identity; and
- encourage more participation in and access to cultural activities.

Industry Growth

Creativity is an important part of cultural identity, and it is expressed in many ways. These expressions are often produced, copied and distributed. In fact, much of the culture acquired by people today comes from cultural products.

Cultural industries in Nova Scotia include people involved in design, film and video, new media, production crafts, publishing, and sound recording or any business involved in the manufacture of products that express ideas or values, provide entertainment, or have a functional or decorative use. Individually and collectively, these cultural products are a very important economic resource for Nova Scotia.

While government policies and actions can set the conditions for continued growth in cultural industries, a focused and successful effort to grow these industries can only be achieved through partnerships. Each element of the production chain must be considered, from the creator to the public. Government will therefore partner with cultural industries in Nova Scotia to:

- increase the sales of Nova Scotia cultural products and services by improving market readiness, technical, marketing and export capabilities, skills and facilities;
- foster recognition of the value of cultural goods and services; · research, and develop provincial government policies and programs aimed at providing increased support to the industries; and
- work with all levels of government to maximize benefits to cultural industries in Nova Scotia.

Anchor Organizations

Just as society needs roads and bridges to conducts its business, so too the culture sector needs a foundation of stable and effectively managed organizations and institutions to sustain the sector's health. A stable infrastructure for Nova Scotia's cultural sector will highlight and protect the long-term growth and stability of our cultural community and benefit all Nova Scotians.

Support is provided to not-for-profit cultural organizations which occupy a leadership or unique role or play a key part in the sector and are therefore vital to all Nova Scotians. Government will therefore partner with these organizations to:

- provide funding and developmental support; and
- foster greater sustainability

Artistic Development

Government has a long history as patron of the arts. It recognizes, supports and celebrates the creative work of artists and the diversity of artistic expression within our communities, which include fine crafts, literary, visual, media and performing arts.

Artistic creation and expression are fundamental to our communities and our people because they reflect who we are. The work of artists lies at the foundation of our culture sector.

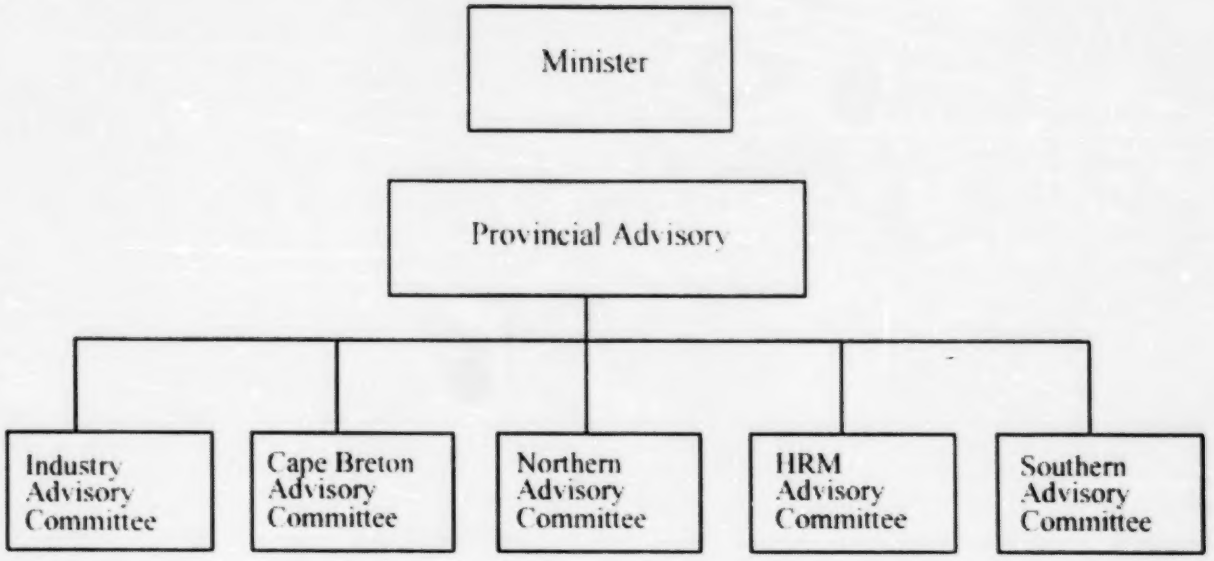
To encourage advancement of the arts and awareness of cultural and artistic initiatives in our communities, government will work in partnership with the Nova Scotia Arts Council, other organizations, the commercial and voluntary sectors and the broader community to:

- support the pursuit of excellence and innovation;
- promote life-long learning in the arts; and
- create policies and initiatives designed to develop new audiences for the arts and to maintain existing audiences.

Partnership Framework

The new mandate of the Culture Division speaks to growing the culture sector, increasing access to cultural activity in Nova Scotia and striving for fairness across the province. Government alone cannot grow the sector, nor should it be attempting to do for the sector what the sector can do for itself. Just as government cannot grow the sector, it cannot deliver regional priorities without working with regions of Nova Scotia to define those priorities. Strong partnerships are necessary with the sector and with geographic regions in Nova Scotia to fulfill the mandate and objectives of the division. The Culture Division will establish a number of Advisory Committees to assist in fulfilling this mandate.

Partnerships



How the Partnerships Work

Mandate	Composition	Responsibilities
	Provincial Advisory Committee	
To advise the Minister on provincial priorities, strategies and programming to grow cultural industries and enrich the quality of life in Nova Scotia communities.	The Advisory Committee consists of: • the four Regional Advisory Committee chairs • four representatives who are actively involved in the culture sector • the Executive Director of the Culture Division	Establish provincial priorities and outcomes for the delivery of cultural programming, and strengthen regional efforts by providing appropriate province-wide planning or action
	Regional Advisory Committees	
To ensure that community priorities are incorporated into decisions and programming that affects cultural activities taking place throughout the province	Each of the four Advisory Committees will include eight individuals who are from the region and who are active in: • the cultural sector • community-based development, or • community economic development. The four regions are: Cape Breton - Cape Breton, Inverness, Richmond, Victoria Northern - Antigonish, Colchester, Cumberland, Guysborough, Hants, Pictou Halifax Regional Municipality Southern - Annapolis, Digby, Kings, Lunenburg, Queens, Shelburne, Yarmouth	Priorities - establish regional priorities and outcomes for the delivery of cultural programming to determine which proposals developed within the region merit funding Provincial Input - assist the Provincial Advisory Committee in the development and delivery of provincial cultural priorities and strategies Reporting - report to the public on regional priorities, activities supporting these priorities, and outcomes achieved
	Cultural Industries	
To ensure the priorities of cultural industries are incorporated into decisions and programming. To develop strategies that are specific to these industries.	Partnerships will be developed with leaders in the cultural industries.	Priorities- develop specific initiatives that will help to grow the sector. Provincial Input - assist the Provincial Advisory Committee in the development and delivery of provincial cultural priorities and strategies. Reporting - report to the public on strategy, activities and outcomes achieved.

Other Partners

It is not the intention that any of the new programs delivered by the Culture Division duplicate efforts of other government departments and other levels of government. Rather, these programs are intended to complement those efforts.

Outside of the formal partnership structure outlined in the previous pages, other partnerships are critical to the ongoing success and growth of the culture sector in Nova Scotia. The division will therefore strengthen existing and form new alliances with:

- Municipal governments in Nova Scotia to determine the best way to deliver community cultural development initiatives, ensuring that municipal and provincial dollars get spent wisely and are leveraged appropriately.

- The federal government to ensure that Nova Scotia's interests are known and that the province has representation at federal discussions around culture spending and planning and to ensure the most effective partnership.

- Other provincial government departments where spending on culture occurs, ensuring provincial dollars are wisely spent, and to develop new and innovative ways to collectively serve the sector.